

# PERSONAL TRAINING MAKES THE DIFFERENCE FOR ICTHUS INTERNATIONAL



Ictus International struggled to acquire new donors and had little to no support from major donors. Ictus skeptically came to Mission Increase, unsure if anyone could help them raise needed funds. Now Ictus has learned new skills that work—and they have new vision for the future.

## *Situation*

Ictus International meets a central need in Latin America. One-third of the population is under the age of eighteen, but local churches do little to reach and evangelize the youth. Don Weisbrod said, “Usually, fifteen percent of church budgets focus on young people, but almost eighty percent receive Christ at age eighteen or younger.” Ictus provides churches with funds and materials to reach out to youth, but they themselves did not have the necessary funds to fully support the local ministries in South America. Ictus had no formal training or skills in fundraising, and that resulted in poor fundraising performance.

*“Mission Increase provided us with far more tools and resources than we imagined having. The thing that makes MIF so different is the focus on specific thing and the personal training and coaching, as well as the funds to make everything possible.”*

- Don Weisbrod  
President  
Ictus International

## *Solution*

Mission Increase Foundation trained Ictus in both major donor work and donor acquisition, placing the emphasis on acquiring new donors and diversifying income streams. Don Weisbrod, the president of Ictus, said, “We had never done a successful event before. The idea had not occurred to us. We knew about them, but thought it was for other organizations, not us.”

## *Results:*

At their first fundraising event, Ictus raised half of their annual budget. “When Mission Increase decided to fund us,” Weisbrod said, “I was euphoric. Then it dawned on me that we had to raise \$30,000 to get \$30,000.” He said that he did not think raising the matching \$30,000 was possible, but Ictus followed the training modules provided by

## Overview

### Ministry Profile

Ictus is an international ministry in Latin America that helps congregations reach young people who have little or no spiritual and moral guidance. They provide churches with programs to attract young people and equip them for Christian service and leadership. Ictus does this by strengthening national organizations which work with churches, fundraising, and developing materials.

### Financial Situation

Ictus International, like most overseas ministries, raised the majority of their funds through churches, friends, and newsletters. Don Weisbrod, president of Ictus International, said, “It didn’t meet the needs as the ministry was growing.”

### Solution

Mission Increase Foundation taught Ictus fundraising methods that would expand their donor base and increase income. Ictus learned new donor acquisition skills and major donor relations, as well as volunteer recruitment and board management. These new skills primed the pump for Ictus to double their annual income and raise more new donors in one event than they raised in the previous three years.

### Benefits

- Doubled ability to raise resources
- Developed new, stable income streams
- Expanded donor base and donor relations
- Expanded work to 15 countries and almost 10,000 children

Mission Increase and successfully completed the matching grant. “This was a God-thing,” he said. “It far surpassed our expectations. The training multiplied our ability to raise necessary resources. It greatly increased the impact of our ministry in the lives of kids.” Now, Icthus has the skill to acquire new donors year after year, and this will strengthen their long-term sustainability.

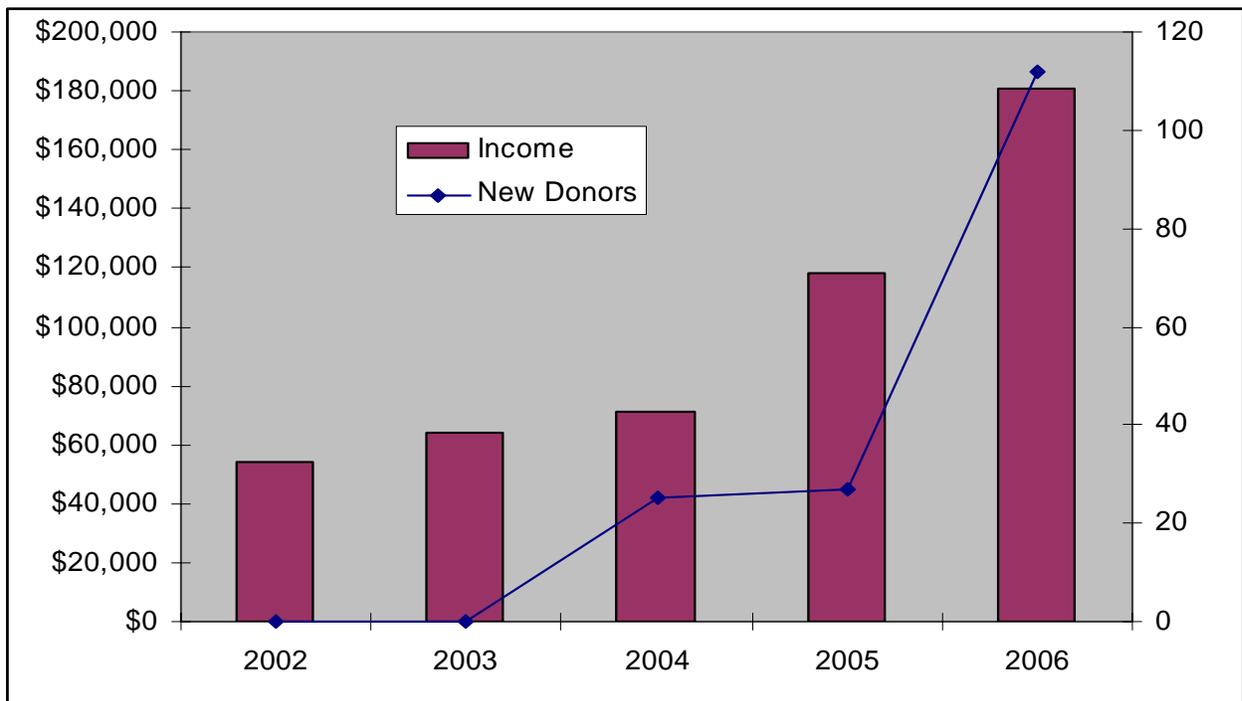
*“Everyone I tell about Mission Increase thinks this is amazing. At first, even my board thought it was too good to be true. Mission Increase has been so helpful and encouraging. The blessing has been incredible”*

- Don Weisbrod  
President  
Icthus International



#### About Icthus International

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#### ***For More Information***

This case study is for informational purposes only. For more information about Mission Increase Foundation, please call (503) 639-7364 or visit our website at <http://www.missionincrease.org>.

